Claims

1. A method of providing hypervideo application user information, comprising:

   tracking and recording media viewed by a user, where media comprises hypervideo applications; and

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   creating a user-configurable report, the report reflecting data regarding user access of the media.

2. The method of claim 1, wherein the user-configurable report comprises a report including data after a user-defined start date.

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3. The method of claim 1, wherein the user-configurable report comprises a report including data before a user-defined end date.

4. The method of claim 1, the report data comprising the number of times each media

15 has been viewed.

5. The method of claim 1, wherein media further comprises at least one of video, image, HTML or audio.

20 6. The method of claim 5, wherein the user configures which of the media types are to be included in the report.

7. The method of claim 5, wherein each type of media is identified in the report via

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representation with a unique icon.

8. The method of claim 4, wherein the number of times each media has been viewed does not include returning to a media in a path in the same session.

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9. The method of claim 1, wherein the number of media for which data is displayed in the report is selected by the user.

10. The method of claim 1, wherein the report comprises the number of user sessions

10   during which the media was viewed.

11. The method of claim 1, wherein the report comprises the number of unique users to view a media.

15   12. The method of claim 1, wherein the report comprises the average time users spent viewing each media.

13. The method of claim 1, wherein the report sorts media by the number of times each media has been viewed.

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14. The method of claim 1, wherein the number of times each media has been viewed comprises both the total number of times a looping video has been viewed including views that result from looping, and the number of times the looping video has been

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viewed not as a result of looping.

15. The method of claim 1, wherein the report comprises an indication of whether the views of a particular media were user-initiated or automatic.

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16. The method of claim 1, wherein the report comprises an indication of whether video media is looping media.

17. The method of claim 1, the report further reflecting the number of times each path

10   has been taken through each hypervideo application.

18. The method of claim 17, wherein indicating the number of times each path has been taken through each hypervideo application comprises displaying data for a user-selected number of paths.

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19. The method of claim 17, wherein indicating the number of times each path has been taken through each hypervideo application comprises indicating data for only those paths exceeding a user-defined minimum path length.

20   20. The method of claim 17, wherein indicating the number of times each path has been taken through each hypervideo application comprises grouping paths together based on a user-defined number of same first pages in each path.

21. The method of claim 1, wherein creating a user-configurable report further comprises indicating for each video-enhanced page in a hypervideo application information regarding the previous video-enhanced pages users viewed before the current video-enhanced page and from which users proceeded to the current video-

5   enhanced page, and indicating information regarding the next video-enhanced pages to which users proceeded from the current video-enhanced page.

22. The method of claim 21, wherein the information regarding the previous video-enhanced pages comprises data regarding the identity of the previous video-enhanced

10   pages viewed before and linked to the current video-enhanced page .

23. The method of claim 21, wherein the information regarding the previous video-enhanced pages comprises information regarding how viewing the current video-enhanced page was initiated.

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24. The method of claim 21, wherein the information regarding the previous video-enhanced pages comprises the average time users spent viewing the previous video-enhanced pages before proceeding to the current video-enhanced page.

20   25. The method of claim 21, wherein the information regarding the previous video-enhanced pages comprises the number of user sessions for each previous video-enhanced page from which users have proceeded to the current video-enhanced page.

26. The method of claim 21, wherein the information regarding the previous video-enhanced pages comprises the percentage of total times when viewing the previous video-enhanced pages that users proceeded to the current video-enhanced page.

27. The method of claim 21, wherein the information regarding the next video-enhanced pages comprises information about each hotspot on the current video-enhanced page and the next video-enhanced pages to which the hotspots are linked.

28. The method of claim 27, wherein the information regarding the next video-enhanced pages comprises the media to which each hotspot is linked.

29. The method of claim 27, wherein the information regarding the next video-enhanced pages further comprises the average time a user spends viewing the current video-enhanced page before progressing to each of the next video-enhanced pages.

30. The method of claim 27, wherein the information regarding the next video-enhanced pages further comprises the number of user sessions in which a person proceeds from the current video-enhanced page to each of the next video-enhanced pages.

31. The method of claim 27, wherein the information regarding the next video-enhanced pages further comprises the percentage of total views of the current video-enhanced page that result in a user proceeding to each of the next video-enhanced

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pages.

32. The method of claim 1, the user-configurable report further comprising a hotspot report.

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33. The method of claim 32, the hotspot report comprising the number of sessions in which a user has selected each hotspot.

34. The method of claim 32, the hotspot report comprising the number of times each

10 hotspot has been viewed by a user.

35. The method of claim 32, the hotspot report comprising the average view time that users spent viewing the content linked to each hotspot.

15 36. The method of claim 32, the hotspot report comprising the name and type of each hotspot.

37. The method of claim 32, the hotspot report comprising the number of selections of each hotspot via a mouse.

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38. The method of claim 32, the hotspot report comprising the percentage of viewers that clicked each hotspot.

39. The method of claim 32, the hotspot report comprising identification of the overlay used to represent the hotspot.

39. A machine-readable medium with instructions stored thereon, the instructions
5   when executed operable to cause a computer to provide hypervideo application user information by:

tracking and recording media viewed by a user, where media comprises hypervideo applications; and

creating a user-configurable report, the report reflecting statistical data
10   regarding user access of the media.

40. A machine-readable medium with instructions stored thereon, the instructions when executed operable to cause a computer to provide hypervideo application user information by:

15   tracking and recording media viewed by a user, where media comprises hypervideo applications; and

creating a user-configurable report, the report reflecting data regarding user access of the media.

20   41. The machine-readable medium of claim 40, wherein the user-configurable report comprises a report including data after a user-defined start date.

42. The machine-readable medium of claim 40, wherein the user-configurable report

comprises a report including data before a user-defined end date.

43. The machine-readable medium of claim 40, the report data comprising the number of times each media has been viewed.

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44. The machine-readable medium of claim 40, wherein media further comprises at least one of video, image, HTML or audio.

45. The machine-readable medium of claim 44, wherein the user configures which of

10 the media types are to be included in the report.

46. The machine-readable medium of claim 44, wherein each type of media is identified in the report via representation with a unique icon.

15 47. The machine-readable medium of claim 43, wherein the number of times each media has been viewed does not include returning to a media in a path in the same session.

48. The machine-readable medium of claim 40, wherein the number of media for

20 which data is displayed in the report is selected by the user.

49. The machine-readable medium of claim 40, wherein the report comprises the number of user sessions during which the media was viewed.

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50. The machine-readable medium of claim 40, wherein the report comprises the number of unique users to view a media.

51. The machine-readable medium of claim 40, wherein the report comprises the

5 average time users spent viewing each media.

52. The machine-readable medium of claim 40, wherein the report sorts media by the number of times each media has been viewed.

10 53. The machine-readable medium of claim 40, wherein the number of times each media has been viewed comprises both the total number of times a looping video has been viewed including views that result from looping, and the number of times the looping video has been viewed not as a result of looping.

15 54. The machine-readable medium of claim 40, wherein the report comprises an indication of whether the views of a particular media were user-initiated or automatic.

55. The machine-readable medium of claim 40, wherein the report comprises an indication of whether video media is looping media.

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56. The machine-readable medium of claim 40, the report further reflecting the number of times each path has been taken through each hypervideo application.

57. The machine-readable medium of claim 56, wherein indicating the number of times each path has been taken through each hypervideo application comprises displaying data for a user-selected number of paths.

5   58. The machine-readable medium of claim 56, wherein indicating the number of times each path has been taken through each hypervideo application comprises indicating data for only those paths exceeding a user-defined minimum path length.

59. The machine-readable medium of claim 56, wherein indicating the number of
10   times each path has been taken through each hypervideo application comprises grouping paths together based on a user-defined number of same first pages in each path.

60. The machine-readable medium of claim 40, wherein creating a user-configurable
15   report further comprises indicating for each video-enhanced page in a hypervideo application information regarding the previous video-enhanced pages users viewed before the current video-enhanced page and from which users proceeded to the current video-enhanced page, and indicating information regarding the next video-enhanced pages to which users proceeded from the current video-enhanced page.

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61. The machine-readable medium of claim 60, wherein the information regarding the previous video-enhanced pages comprises data regarding the identity of the previous video-enhanced pages viewed before and linked to the current video-enhanced page .

62. The machine-readable medium of claim 60, wherein the information regarding the previous video-enhanced pages comprises information regarding how viewing the current video-enhanced page was initiated.

5   63. The machine-readable medium of claim 60, wherein the information regarding the previous video-enhanced pages comprises the average time users spent viewing the previous video-enhanced pages before proceeding to the current video-enhanced page.

64. The machine-readable medium of claim 60, wherein the information regarding the

10   previous video-enhanced pages comprises the number of user sessions for each previous video-enhanced page from which users have proceeded to the current video-enhanced page.

65. The machine-readable medium of claim 60, wherein the information regarding the

15   previous video-enhanced pages comprises the percentage of total times when viewing the previous video-enhanced pages that users proceeded to the current video-enhanced page.

66. The machine-readable medium of claim 60, wherein the information regarding the

20   next video-enhanced pages comprises information about each hotspot on the current video-enhanced page and the next video-enhanced pages to which the hotspots are linked.

67. The machine-readable medium of claim 66, wherein the information regarding the next video-enhanced pages comprises the media to which each hotspot is linked.

68. The machine-readable medium of claim 66, wherein the information regarding the next video-enhanced pages further comprises the average time a user spends viewing the current video-enhanced page before progressing to each of the next video-enhanced pages.

69 The machine-readable medium of claim 66, wherein the information regarding the next video-enhanced pages further comprises the number of user sessions in which a person proceeds from the current video-enhanced page to each of the next video-enhanced pages.

70 The machine-readable medium of claim 66, wherein the information regarding the next video-enhanced pages further comprises the percentage of total views of the current video-enhanced page that result in a user proceeding to each of the next video-enhanced pages.

71. The machine-readable medium of claim 40, the user-configurable report further comprising a hotspot report.

72. The machine-readable medium of claim 71, the hotspot report comprising the number of sessions in which a user has selected each hotspot.

73. The machine-readable medium of claim 71, the hotspot report comprising the number of times each hotspot has been viewed by a user.

74. The machine-readable medium of claim 71, the hotspot report comprising the
5 average view time that users spent viewing the content linked to each hotspot.

75. The machine-readable medium of claim 71, the hotspot report comprising the name and type of each hotspot.

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76. The machine-readable medium of claim 71, the hotspot report comprising the number of selections of each hotspot via a mouse.

77. The machine-readable medium of claim 71, the hotspot report comprising the
15 percentage of viewers that clicked each hotspot.

78 The machine-readable medium of claim 71, the hotspot report comprising identification of the overlay used to represent the hotspot.

20 79. A method of providing hypervideo application user information, comprising:

tracking and recording media viewed by a user, where media comprises hypervideo applications; and

creating a user-configurable report, the report reflecting data regarding user

viewing of advertising media via hotspots.

80. The method of claim 79, wherein the report comprises the advertising media overlay image name.

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81. The method of claim 79, wherein the report comprises a click-through URL (Uniform Resource Locator) linked to each advertising media hotspot.

82. The method of claim 79, wherein the report comprises the number of times each

10   advertising media was retrieved within a user session.

83. The method of claim 79, wherein the report comprises the number of times each advertising media was retrieved by a unique user.

15   84. The method of claim 79, wherein the report comprises the percentage of times that a user who viewed the advertising hotspot has selected the hotspot.

85. The method of claim 79, wherein the report comprises the average amount of time that users view each advertising media hotspot.

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86. A machine-readable medium with instructions thereon, the instructions when executed operable to cause a computer to provide hypervideo application user information by:

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tracking and recording media viewed by a user, where media comprises

hypervideo applications; and

creating a user-configurable report, the report reflecting data regarding user

viewing of advertising media via hotspots.

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87. The method of claim 86, wherein the report comprises the advertising media

overlay image name.

88. The machine-readable medium of claim 86, wherein the report comprises a click-

10   through URL (Uniform Resource Locator) linked to each advertising media hotspot.

89. The machine-readable medium of claim 86, wherein the report comprises the

number of times each advertising media was retrieved within a user session.

15   90. The machine-readable medium of claim 86, wherein the report comprises the

number of times each advertising media was retrieved by a unique user.

91. The machine-readable medium of claim 86, wherein the report comprises the

percentage of times that a user who viewed the advertising hotspot has selected the

20   hotspot.

92. The machine-readable medium of claim 86, wherein the report comprises the

average amount of time that users view each advertising media hotspot.